

Amendments to the Claims:

1-21. (canceled).

22. (previously presented): A method of managing processing of video content, the video content including picture data representing picture elements to be rendered for display to a user, and including data conveyed along with the picture data but not representing picture elements to be rendered for display to a user, the method including:

(a) examining the data for copy control data, wherein the data comprises a header;

(b) only if the copy control data is missing, examining the picture data for a steganographic signal; and

(c) if the copy control data is missing, and the steganographic signal is present, then limiting processing of the video content.

23-26. (canceled).

27. (previously presented): A method of managing processing of video content, the video content including picture data representing picture elements to be rendered for display to a user, and including a first watermark and a second watermark, the method including:

(a) examining the video content for the first watermark to obtain copy control data, wherein the first watermark comprises a header;

(b) examining the picture data for a second watermark, wherein the picture data is examined for the second watermark only when the copy control data is missing; and

(c) if the copy control data is missing, and the second watermark is present, then limiting processing of the video content.

28 – 29. (canceled).

30. (currently amended): A method of managing processing of video content, the video content including picture data representing picture elements to be rendered for display to a user, where embedded data is conveyed along with the video content, the method including:

- (a) examining the embedded data for rights **data**, wherein the rights data is carried by a header;
- (b) only if the rights data is missing, examining the embedded data for protect data that is contained within the picture data; and
- (c) if the rights data is missing and the protect data is present, then limiting processing of the video content.

31. (previously presented): The method of claim 30 wherein relative to detection of the protect data, the rights data is more efficient to detect.

32. (previously presented): The method of claim 30 wherein the rights data can be separated from the video content during video processing.

33. (canceled).

34. (previously presented): The method of claim 30 wherein the protect data is visible when the picture elements are rendered for the user.

35. (previously presented): The method of claim 30 wherein the protect data is generally imperceptible when the picture elements are rendered for the user.

36. (previously presented): The method of claim 35 wherein relative to the rights data, the protect data is more robust to removal with video processing.

37. (previously presented): The method of claim 36 wherein relative to the rights data, the protect data is more complex to detect.

38. (previously presented): The method of claim 30 wherein the protect data is either present or absent.

39. (previously presented): The method of claim 38 wherein the protect data is robust to removal with video processing, and the rights data is efficient to detect relative to the protect data.

40. (previously presented): The method of claim 30 wherein the rights data includes copy control states, and the copy control states represent one of a plurality of states, the states comprising at least: i) copy once; ii) copy no more; and iii) copy never.

41. (previously presented): The method of claim 40 wherein the copy control states further represent: iv) copy freely.

42. (previously presented): The method of claim 38 wherein the rights data includes copy control states, and the copy control states represent one of a plurality of states, the states comprising at least: i) copy once; ii) copy no more; and iii) copy never.

43. (previously presented): The method of claim 40 wherein the copy control states further represent: iv) copy freely.

44. (previously presented): The method of claim 39 wherein the rights data includes copy control states, and the copy control states represent one of a plurality of states, the states comprising at least: i) copy once; ii) copy no more; and iii) copy never.

45. (previously presented): The method of claim 44 wherein the copy control states further represent: iv) copy freely.

46. (previously presented): The method of claim 30 wherein the video content comprises a viewable, non-scrambled format.

47. (previously presented): The method of claim 42 wherein the video content comprises a viewable, non-scrambled format.

48. (previously presented): The method of claim 44 wherein the video content comprises a viewable, non-encrypted format.

49. (previously presented): The method of claim 30 wherein the method is performed during a process of loading the video content to a remote location.

50. (previously presented): The method of claim 49 wherein the remote location comprises portable media, and the limiting processing of the video content comprises blocking loading of the video content to the portable media.

51. (previously presented): The method of claim 42 wherein the method is performed during a process of loading the video content to a remote location.

52. (previously presented): The method of claim 51 wherein the remote location comprises portable media, and the limiting processing of the video content comprises blocking loading of the video content to the portable media.

53. (previously presented): The method of claim 44 wherein the method is performed during a process of loading the video content to a remote location.

54. (previously presented): The method of claim 53 wherein the remote location comprises portable media, and the limiting processing of the video content comprises blocking loading of the video content to the portable media.

55. (previously presented): The method of claim 30 wherein the rights data and protect data carry different information.

56. (previously presented): The method of claim 38 wherein the rights data comprises multi-bits and carries different information than the protect data.

57. (previously presented): The method of claim 30 wherein the protect data is contained within the picture data through steganographic embedding.

58. (previously presented): The method of claim 22 wherein the copy control data represents one of a plurality of states, the states comprising at least: i) copy once; ii) copy freely; iii) copy no more; and iv) copy never.

59. (previously presented): The method of claim 27 wherein the copy control data represents one of a plurality of states, the states comprising at least: i) copy once; ii) copy freely; iii) copy no more; and iv) copy never.